



STATE OF WASHINGTON
SPECIAL LICENSE PLATE REVIEW BOARD

MINUTES

Regular Meeting

Friday, September 10, 2004 - 10:00 AM to 12:00 AM

Puget Sound Regional Council

1011 Western Avenue Suite 500, Seattle WA 98104

Phone (206) 464-7090 - Fax (206) 587-4825

MISSION: To create a fair and balanced mechanism that will allow for the evaluation of special license plate applications for possible approval and to make recommendations to the Legislature regarding plate series with inadequate reimbursement levels.

ATTENDEES

Board Members: *Senator Mary Margaret Haugen, Senator Luke Esser (absent), Representative Geoff Simpson, Representative Doug Ericksen (absent), Dorothy Webster, Lynda Henriksen, Bill Hilton*

Absent: *Representative Doug Ericksen and Senator Luke Esser*

Support Staff: *Jennifer Dana*

Legislative Staff: *Kim Johnson*

Legal Advisor: *none*

Public Guests: *Washington Council for Prevention of Child Abuse and Neglect representatives and friends; Chris Jamieson, Joan Sharp, Bernie Dorcie, and Denise Isings and Lighthouse Environmental Programs representatives; Don Meehan, Terrie Lynn, and Gloria Wahlin and Washington State Law Enforcement Memorial representative Pat Dunn.*

I. CALL TO ORDER - *The chair Dorothy Webster called the meeting to order at 10:02 A.M.*

1. Introductions

- a. New board member** - *the Chair announced that deputy Chief Glenn Cramer resigned his position from the board. She then announced that the Chief of Washington State Patrol (WSP) has appointed Captain Fred Fakkema. However, Captain Fakkema was unable to attend the September 10 meeting, and the Chief appointed Caption Bill Hilton to represent WSP for this meeting.*

2. Review and approve meeting minutes from the 01/26/2004 and 6/11/2004 meeting. (Chair Dorothy Webster)

Moved, seconded and carried: to accept the minutes from 1/26/2004 and 6/11/2004.

3. Review and approve meeting agenda. (Chair Dorothy Webster)

Moved, seconded and carried: To move item 3, before item 2 since member Lynda Henriksen needs to leave at 11:00 A.M.

Move applications

II. PROGRAM STATUS & IMPLEMENTATION

4. Program progress and accomplishments (Jennifer Dana)

a. Update on interested organizations

- The department's special license plate web page now includes images of the three upcoming special plates. In addition, each new plate image includes a link to the sponsoring organization webpage.
- The board's website now includes links to the various organizations who are collecting signatures to make application to the board. Once the board has approved applications, an additional category will be "Approved by the Board waiting for legislative approval". The new section will include pictures of proposed designs and links to the sponsoring organization.
- Five organizations are currently collecting signatures in hopes of making application this year for the upcoming legislative session.
- Two organizations are wishing to pay all startup costs: State Parks and Recreation Commission and the Washington National Park Fund. Both organizations will be attending the 12/10 meeting.
- Another organization has already completed the signature collection process and will be attending the 12/10 meeting.
- The final upcoming license plates have been completed.
- An updated version of the signature sheet had the department's address removed and a section for the organizations address added. In addition, the signature sheet now contains darker lines between individual signature sections.
- Currently, there are two organizations, which have a plate collection to include more, than one plate design. Department of Veterans Affairs will be coming forward with five designs and Department of Fish and Wildlife will be coming forward with eight designs.

The board asked to clarify the difference between the Professional Fire Fighter plate and the Volunteer plate. The Volunteer Fire Fighter plate will be made available to the public, where the Professional Fire Fighter plate is only available to members of the Washington State Council of Fire Fighters.

QUESTIONS:

In addition, the board requested the department to respond to if there is a reason new plates are only available on January 1 vs. a different date. Lynda responded by answering that this year for example, is a long legislative session. The department would not have enough time to do all the programming or to create the new plates. January is asked to allow the department enough time to complete all needed information. If the date is sooner, this would require a higher implementation costs to the organization because additional programmers would be required.

How is the replatforming progressing. The vehicles headquarters system has been completed; however, the vehicle field system has not been completed.

Would there be an impact to the department if there were numerous plates being implemented on January 1. Yes, all plates expected, 21 get passed for January 1 the department would be overwhelmed with trying to complete all programming. The department will be requesting that if more than "X" number plates are passed, we have a require more time to complete all need programming.

Is there any way of determining when the states market would get saturated. Currently, Washington has nine millions vehicles with 6.5 million registered. Washington only has about 1% of special plates issued. At this time, the department does not have any data to support a saturation point.

Senator Haugen responded by stating that there needs to be some type of mechanism to monitor when a plate is no longer profitable. In addition, in the future, the amount of plates available to the public should be addressed, but at this time, it is too soon for the board to look at this avenue.

Lynda let the board know that DVA will be coming forward on 12/10. One of the issues they are working on is being able to collect enough signatures for the Coast Guard and Marines. They will be able to collect enough signatures for the Navy, Army, and Air Force, possible 2500 signatures for each of these groups.

DVA may be coming forward to the board and stating that since they will be able collect sufficient funds from the sale of three plates to reimburse all implementation costs they want to do all or none.

The statute identifies that each design needs to have 2000 intended purchases with signatures as recommended by the AAG at the 6/11/2004 board meeting.

Example: If DVA sells 500 coastguard plates and 3000 navy plates, one would have already paid for the other.

Kim Johnson stated, in viewing this issue, there is nothing in statute that prohibits the organization from repaying the implementation costs. If the repayment occurs from revenue deposited into the account established to receive Branch of Service Collection dollars. However, this does not solve the signature requirement issue.

5. Board Bylaws

Moved, seconded and carried: to enact the board bylaws with one change to the voting requirements. Change the language under Rule 10, voting to "The chair will call for a roll call".

III. OTHER BOARD BUSINESS

6.

III. ORGANIZATION PACKETS FOR REVIEW AND APPROVAL

7. Washington State Council for Prevention of Child Abuse and Neglect

Moved, seconded and carried: to approve the application packet presented by the Washington State Council for Prevention of Child Abuse and Neglect to create the Keep Kids Safe license plate.

WCPCAN returned since there was no quorum present on 6/11/2004 to discuss their application. Since the last meeting, adjustments in the legislation were made to dedicate revenue to their trust fund and changed the cost charged for the plate renewal was changed from \$35 to \$30. In addition, their plate design reflects a slight change to letters stating; Keep Kids Safe, which was bolded.

The board asked it if the figures indicated in their financial statement were flexible. Joan Sharp indicated that the figures in their financial statement are only estimates we can be flexible if needed and are only guidelines.

Also, it was asked what type of organization would apply to WCPCAN for grants. Examples were given such as; The Shaken Baby Coalition, various non-profit community based programs (some may have previously requested grant from the WCPCAN), the Yamkima Valley Farm Workers Clinic, and the Venessa Behan Crisis Nursery.

In addition, WCPAN will encourage collaborative programs, which would leverage local resources.

The board asked is there a maximum amount an organization can request through the grant process. Currently WCPCAN's existing programs, have maximums. Through a RFP process, WCPCAN identify the strongest applications. WCPCAN works with that group over a three-year period with declining financial support and increasing local support over the life of the project.

Depending upon the appropriateness, WPCAN may use the same approach with the plate revenue. However, if it were a one time only event they would not take that approach. At this point, they have not determined the final details yet. Their priority has been to get the application packet approved and then to repay the implementation costs.

WPCAN explained that the higher price was done, since they had prior experience trying to increase the cost of another revenue generator, the heirloom birth certificate, they did not want to return to the Legislature in future years to increase then. They felt the current market would be accepting of the \$45 initial application cost.

The board asked if there is any way for the department to receive a donation from the public to go to WCPAN's trust fund. No, currently the department does not have the ability to accept donations to organizations. If required, additional programming would be needed to support this, similar to the donations given for the Organ Donor program, or revenue given because of derelict vessels. Any additional programming would increase the cost to the organization to implement.

Denise Isings attested the need of education on Shaken Baby Syndrome to youth and the public. She hopes that the revenue generated from this program will help support education efforts.

8. *Gonzaga University*

Moved, seconded and carried: to approve the application packet presented by the The Corporation of Gonzaga University to create the Gonzaga University license plate.

Jennifer Dana presented information on Gonzaga University's history and background. Gonzaga did not have any representatives present.

The Corporation of Gonzaga University is making application as a non-profit organization. They are a private, four-year comprehensive university founded in 1887. They enroll an average of 5400 students, which include in 92 graduate and 22 undergraduate programs.

They satisfy all organizational requirements as a 501 (c)3 and are registered with the Secretary of State office as a charitable organization. Gonzaga has received permission from the university to make application and use the bulldog logo. They have submitted their \$2000 application fee and collected 2889 signatures.

Marketing Strategy:

- They identify their ability to maintain plate sales through mail, email solicitation to 26923 alumni, parents, and friends.
- Solicit bulldog club members and season ticket holders of plate availability.

- Continually announce the availability of plates on their website, as well as posters and flyers to notify students and alumni.

Financial Analysis:

- Alumni Association awards scholarships to children and grandchildren of Gonzaga alumni. In 2003-2004, they rewarded \$68,000.
- Proceeds will go the Gonzaga Alumni Association to increase their current funds for Gonzaga.
- Anticipate reimbursing the state within the first year the plates are available for purchase.
- Aid students in completing their degree at Gonzaga for needy and qualified students.
- Ninety-five percent of their expenses will go toward program services, consisting of their scholarship fund.

The application and legislative sponsor is Senator Brian Murray for Gonzaga. Their legislation identifies the plates available 1/1/06 with originals costing an additional \$40.00 and renewals an additional \$30.00. In their plate design, Gonzaga University depicts a picture of the college buildings in the background with their mascot on the left side of the plate.

The board noted that their background design needs to be lightened. Currently, the background will interfere with law enforcement's ability to easily identify the plate.

9. *Lighthouse Environmental Programs*

Moved, seconded and carried: to approve the application packet presented by the Lighthouse Environmental Programs (LEP) to create the Washington Lighthouse license plate.

LEP first commented that a license plate for Lighthouses is ironic since for transportation purposes lighthouses were the first traffic light in Washington. Don identified that as a manager for Washington State University's education programs, he is very interested in our cultural and environmental heritage. The license plate revenue would support our nonprofit organization. With our current challenge of preserving Washington's cultural and environmental heritage, this would be a means of garnering funding for those programs. They are the only extension office in the state that has an office in a lighthouse. Our success has been that we have had many partnerships so the partnership with licensing to use this methodology to raise funds to support the work that we do in the community and within Island County.

Our effort has been significant to the investment of getting this special license plate program approved. Lep engaged our volunteer community to help determine if people were really interested in this the plate program. Volunteers obtained 2871 signatures.

LEP involvrf five other lighthouse groups who have partnered with us to market this program. They will also be critical in helping LEP with this program. In support of their help, LEP will set aside 25% of the revenue generated to support other lighthosues.

The board asked how WSU relates to the LEP group. WSU is the land grant institution in Washington. They have a responsibilites to do education in communities.

The LEP has in Island County since 1990. They have always had a partnership with state, county and federal government. As LEP moved forward, those partnerships have weakened financially. LEP has needed to seek outside resources. In 1989 LEP created Beachwatchers. This group is a volunteer program focusing on education of the environment. Not having enough room to run this program, they had the opportunity to have their office within the lighthouse. Originally, the LEP was only on the top floor, now the lighthouse is completely open to the public.

The lighthouse is open seven days a week to the public. There is an estimated 35-40 thousand visitors yearly, which includes 5000 kids and adults taking tours.

The artist, Janet Orso, created the plate design by using a watercolor she painted. Lynda Henriksen commented that State Patrol had some concerns on the proposed plate design. Currently, the design is too dark. At this level of darkness, it will interfere with law enforcement ability to easily identify the plate.

The group will contact the artist to come up with some ideas on how to lighten the plate design. Some ideas may be to lighten the middle portion, which is currently too dark or completely lighten up the design.

Jennifer explained that the organization has met all application requirements and is applying as a non-profit organization. They are a 501 C(3), and registered with the Secretary of the State office. The LEP submitted all required documentation, and was able to collect 2871 signatures.

IV. QUESTIONS/CONCERNS ADDRESSED BY ORGANIZATIONS

10.

V. OPEN PUBLIC PRESENTATIONS/INPUT

11.

VI. OPEN DISCUSSION

12. The board will be reviewing the concept of limiting the amount of applications reviewed by the board in any one given year. They will review limiting only 5-7 applications per year. Kim Johnson will continue to work on this issue with Senator Haugen.

In addition, Kim presented a "cleanup" bill. The first item was to allow a special license plate to be personalized. This option would be available for most special plates. The customer would be required to pay both fees special and personalized.

The second section references the disabled parking emblems. This amendment would allow personalized plates to participate in this new option.

The last section, 3 addresses the cost for organization to use the department's design service. The bill changes the original amount charged to an organization from \$1500 to \$100.

A suggestion from the board was to change the amount to a generic statement. This option would allow the department to charge a fee as appropriate. However, Kim commented that this generic statement is sometimes be perceived as giving the agency too much authority.

VII. NEXT MEETING

13. December 10, 2004 at the Puget Sound Regional Council

Jennifer will not be scheduling any "Regular" quarterly meetings for 2005 until September and December of that year. If necessary, special meetings will be scheduled before September.

ADJOURN – *The meeting adjourned at 11:27 a.m.*

*Respectfully Submitted,
Jennifer Dana
Licensing Services Manager
Administrative Support to the Board*

Dorothy Webster

Chair's Approval